



VTERB Media Committee Rural Teen Media Review

Youth Tobacco Prevention Program for the High-Risk Country Peer Crowd

**DOWN
AND
DIRTY**

Vermont Department of Health

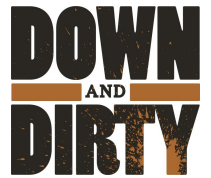
Agenda

- ❑ Social Branding Overview
- ❑ Program Evaluation Summary
- ❑ Brand Progress
- ❑ Review and vote on Down and Dirty Media Plan
- ❑ Review Legacy Ad
- ❑ Review Audience Feedback on Legacy Ad
- ❑ Vote on Legacy Ad
- ❑ Other Business

Social Branding Strategy Overview

- Behavior change marketing strategy that aims to change what it means to be a Country teen by breaking the association between tobacco use and the Country Identity.
- Social Branding approach identified as a promising strategy in 2014 AJPB article.
- Formative research in VT and VA identified Country teens as high risk audience not being reached by other tobacco prevention efforts.
- **Key Insights:** High prevalence of smoking and chew; Highly value personal freedom, independence, and family; Respect rights of companies and corporations to produce, and market whatever they want; Love and support their country; Enjoy outdoor activities such as hunting, fishing, and mudding; Facebook is still most widely used SM platform

Social Branding Approach



BEHAVIOR CHANGE PROCESS



Program Evaluation

- ❑ IRB approved online survey
- ❑ Assess brand awareness, exposure, and appeal among Country peer crowd
- ❑ Assess tobacco use among target audience
- ❑ Interest-Based Targeting recruitment on Facebook

Year 1 Evaluation Summary

- ❑ Strong brand awareness in first year (62.7% of total / 64.4% of tobacco users)
- ❑ More tobacco users (71.4%) are exposed to D&D Facebook page than overall sample (65.8%)
- ❑ Findings imply that D&D has successfully reached at-risk Country teens and 58.9% of the tobacco users who are aware of the brand “like” or “really like it”
- ❑ High prevalence of tobacco use in sample (34.5%) indicate social media efforts are reaching high-risk teen audience since the same FB targeting techniques used for the campaign were used for the study
- ❑ Campaign is now firmly associated with Country culture and 51.5% associate it with “living tobacco free”.

Year 2 Evaluation

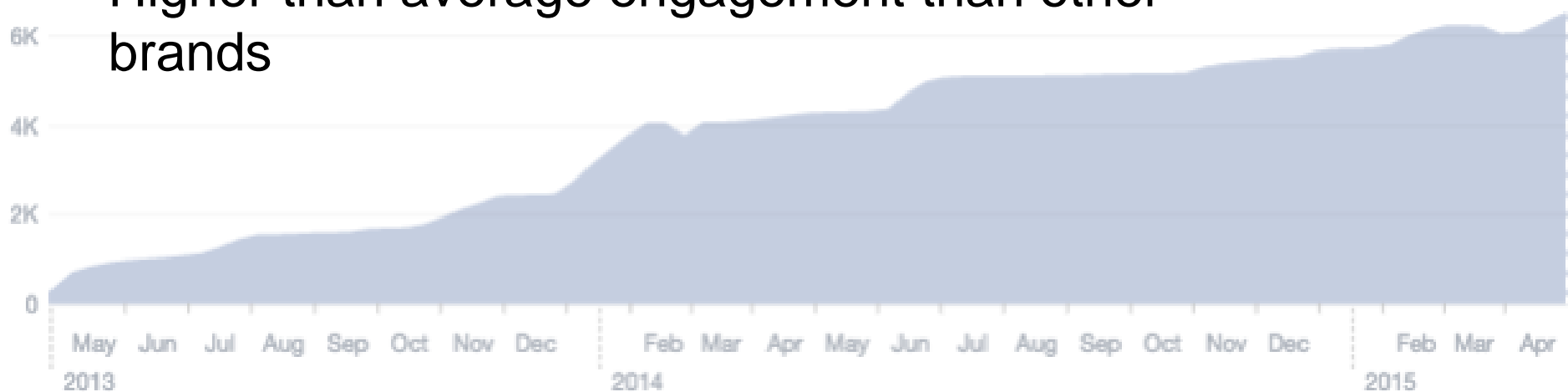
- Target survey goal = 250
- Targeted online survey
- Data collection period: April 28 – July 30, 2015
- Will compare to Year 1 results

Digital Growth

Facebook Likes: 6,606

Average 28 day engagement: 3,540

Higher than average engagement than other brands



Digital Engagement



Wayne Elwood Bourne · Milton Jr. Sr. High School

No need for tobacco in your life it's taught me waste of cash and bad for people around

[Like](#) · [Reply](#) · Apr 10, 2015 9:47am



Down And Dirty

Exactly Wayne Elwood Bourne!

[Like](#) · [Reply](#) · Apr 10, 2015 1:48pm



Jordan Lee Tuttle

Ain't no tobacco goin to define us citizens as our ongoing selves to be what we choose to be, redneck all the way, tobacco free.

[Like](#) · [Reply](#) · Apr 8, 2015 3:07am



Down And Dirty

Couldn't have said it better our selves Jordan!

[Like](#) · [Reply](#) · Apr 10, 2015 1:53pm

Digital Engagement



Hannah Cota

You don't need tobacco to be redneck or country.

[Like](#) · [Reply](#) · Apr 5, 2015 9:28am



Down And Dirty

Our thoughts exactly, and nothing better than the country life

[Like](#) · [Reply](#) · Apr 10, 2015 1:49pm



Aaron Bates · Rutland High School

No Need to have tobacco in your life I've learned it's nothing but bad new and problems and a big waste of money Rutland vt

[Like](#) · [Reply](#) · Apr 7, 2015 9:39pm



Down And Dirty

We've learned the same thing Aaron Bates. Are you going to Vermonster at the fair grounds in Rutland this May?

[Like](#) · [Reply](#) · Apr 10, 2015 1:50pm

Rural Teen Media Overview

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Rural Teen Media

Target Audience

- Vermont Teens 12-17
- Low SES

Objective

- Reach Rural Teen Tobacco Users
- Contribute to Shifting Social Norms

Timing

- May 18 – June 28, 2015 (six weeks)

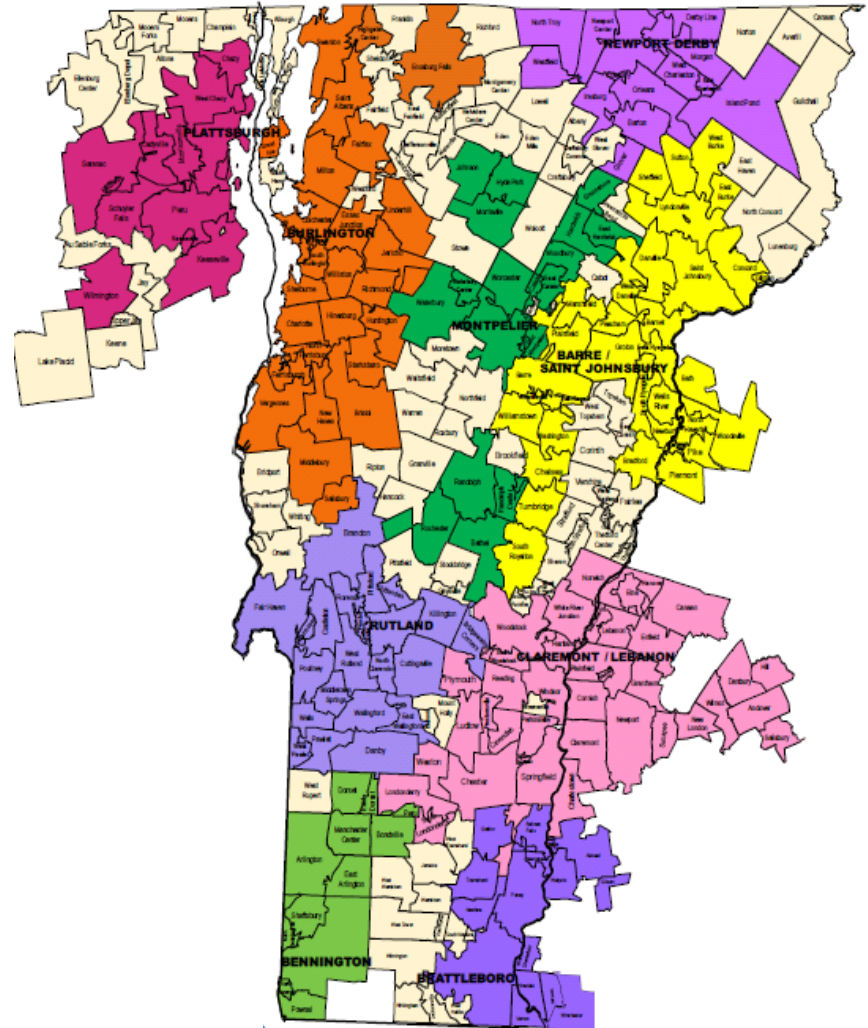
Budget

- \$42,000

Rural Teen Television Media

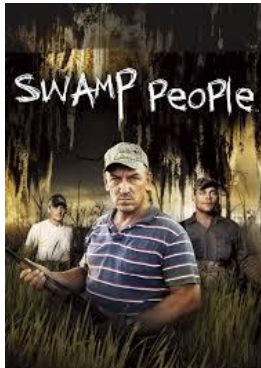
Television - Statewide

- Broadcast
- Supported by
- Eight VT Cable Zones



Rural Teen Television Media

Media	Spend	GRPs	Reach/Frequency
		Teens 12-17	
Television	\$18,000	127 grps	42%/3.0

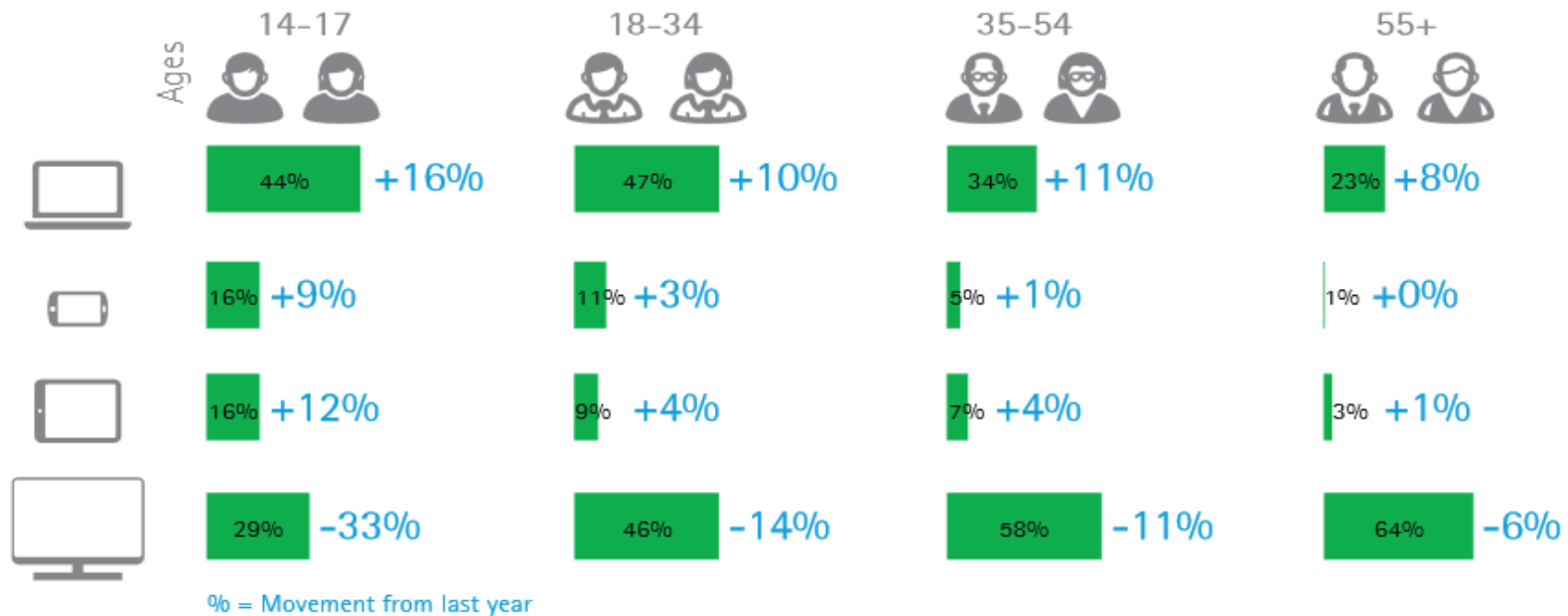


Rural Teen Digital Media

The way viewers consume video content is changing faster than ever before —
14-17 year-olds are abandoning TV screens faster than any other group.



TV Shows / Movies



Source: 2015 Accenture Digital Consumer Survey

% Users that are accessing content
“daily” AND “weekly”

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Rural Teen Digital Media

Youth 13-24 view fewer hours of traditional TV than content from digital sources.

Online video watched by 96% of youth at an average of 11 hours weekly

Traditional TV viewed by 81% of youth at an average of 8 hours weekly

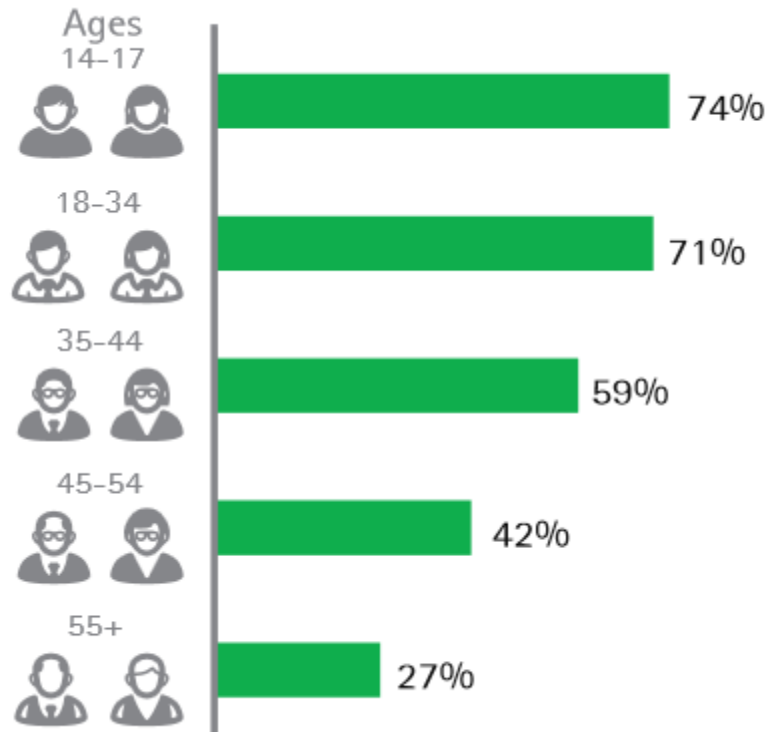
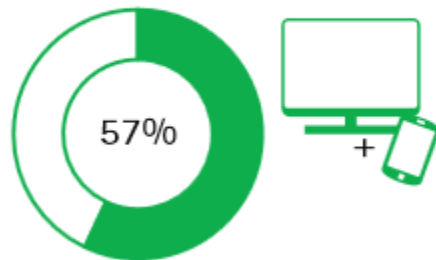
Source: 2015 Acumen Report—Constant Content
Defy media partnering with Hunter Qualitative Research
and child psychologists at KnoWhy Research



Rural Teen Digital Media

Consumers are multi-tasking by using more than one device simultaneously – especially teens

Tv + Smartphone



% Multi-tasking users selecting all applicable devices used while watching TV

Sample base: Respondents owning the specific devices and multi-tasking while watching TV | N=17048

Source: 2015 Accenture Digital Consumer Survey

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Rural Teen Digital Media

- **91%** of *rural teens* access the internet from a mobile device*
- Teens ages 13 to 17 are going online frequently. Aided by the convenience and constant access provided by mobile phones, **92% of teens report going online daily** — with 24% using the internet “almost constantly”*
- **Facebook** is more likely to be cited as the *most used site by lower income youth* than by higher income teens*
- Teens who fall into *lower socioeconomic groups* are more likely than those living in higher income and more highly educated households to **use their cell phone as a primary point of internet access****

Source:

*Teens & Technology 2015 Pew Research Center released 4-9-15

**Teens & Technology 2013 Pew Research Center

Rural Teen Digital Media

□ Platforms

- ▣ Mobile (smartphones & tablets), laptop and desktop

□ Targeting

- ▣ Geo – All VT zip codes only
- ▣ Demo – 13-17 year olds specifically through existing profiles
- ▣ Content – Programs that index high for teens

□ Ad placements

- ▣ Pre- and during content
- ▣ Requires 100% viewing before continuation of content
- ▣ Can link through to FB



Rural Teen Digital Media

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hulu

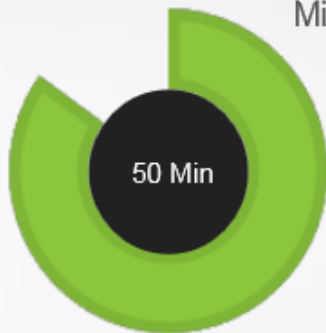


AMERICA'S NEXT
top model

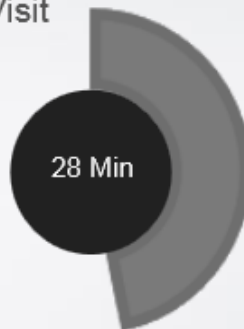


Teens Have Higher Engagement on

Hulu
Minutes per Visit
(Session)



Hulu



Total Internet



keeping up
with the
Kardashians

FAIRY TAIL

Rural Teen Digital Media

- **Platforms**
 - ▣ Mobile ONLY (smartphones & tablets)
- **Targeting**
 - ▣ All VT zip codes only
 - ▣ Sites & apps that index high for teens
- **Ad placements**
 - ▣ Pre-roll – must be viewed 100% to watch selected content
 - ▣ Video Plus – full screen video that plays instantly; a CLOSE button to exit the experience appears at the 7.5 sec mark avg. completion rate 20%
 - ▣ Can link through to FB
 - ▣ Plus 10% Added Value (50,000 impressions)



Rural Teen Digital Media

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□ Automotive

- Car and Driver
- Popular Mechanics

□ Entertainment News & Gossip

- DailyHoroscope.com
- Seventeen.com

□ Gaming sites

- Angry Birds
- MineSweeper

□ Movies TV Music

- Pandora
- TV Land
- Syfy

□ Mobile Apps

- musiXmatch
- Shazam
- Slacker radio



**Popular
Mechanics**



Rural Teen Digital Media

- Targeted Facebook ad buy
- Interest targeting allows us to target niche Country teen peer crowd based on interests that they have shared with Facebook
- Interest categories must be narrow enough to minimize wasteful exposure
 - Example broad interest categories:
 - country music
 - hiking
 - camping
 - trucks
 - Example narrow peer crowd interest categories:
 - mud bogging
 - deer hunting
 - monster trucks
 - 4x4ing

Rural Teen Digital Media

Media	Spend	Estimated Impressions	Estimated Views
		Teens 12-18	
HULU	\$8,000	242,000	95%
Millennial Media	\$8,000	550,000	45%
Facebook & YouTube Video Placements	\$8,000	1,230,000	42,105 thru 50% of the video
TOTAL	\$24,000		

Rural Teen Media Proposal

Media	Spend	GRPs	Reach & Frequency
		Teens 12-17	
Television	\$18,000	158	45.6%/3.4
Digital Streaming	\$16,000	328	71.5%/4.6
Facebook & YouTube Video	\$8,000		
TOTAL	\$42,000	380	75.1%/5.1

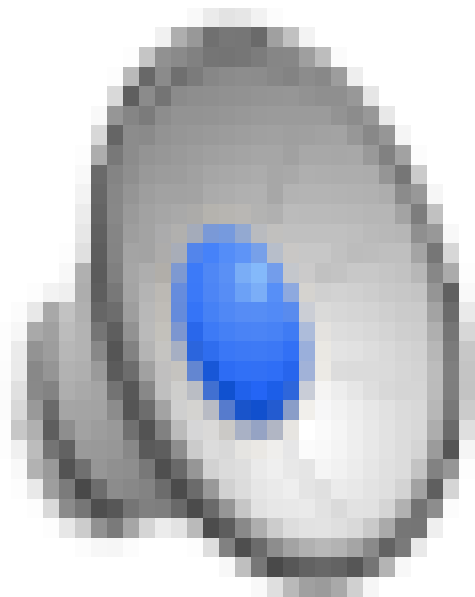
Rural Teen “Legacy” Ad

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“Legacy” Spot

- First MP to focus solely on chewing tobacco.
- Country youth are far more likely to use chewing tobacco than any other youth audience.
- Initial exposure to smokeless tobacco often occurs through older family members.
- Youth often view chew/dip as a healthy alternative to smoking.
- Spot uses emotional appeal with realistic consequences. Visuals and copy aligns with Country values to further connect the audience with the tobacco-free messaging.



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“Legacy” – Audience Feedback

- Top 3 things that stood out
 - ▣ “The music” x 2
 - ▣ “The truck” x 2
 - ▣ “His story” x 3
 - ▣ “His tone of voice”
 - ▣ “Strong message – great footage and shots – the graveyard scene gave me chills”
 - ▣ “My life my legacy to be tobacco free” Thought this was a good statement that shows you make your own choices. Isn’t dip and chewing tobacco the same the same thing?”

“Legacy” – Audience Feedback

- Do you like the commercial? Why or why not?
 - ▣ “I like the commercial, but it should be a little more sad though for impact.”
 - ▣ “I did like the commercial because it made me think twice about ever thinking about smoking.”
 - ▣ “Yes, it is a solid commercial with a strong and positive message.”
 - ▣ “I did like the commercial, was a lot in 30 seconds.”

“Legacy” – Audience Feedback

- What do you think is the main message?
 - ▣ “The main point is to learn from his dad’s mistake.”
 - ▣ “You can live a longer life tobacco-free.”
 - ▣ “That chewing tobacco causes cancer. It also shows youth that they do not have to follow in others footsteps when it comes to using tobacco products. That they can create their own path that is tobacco free and ultimately a much better alternative.”
 - ▣ “You can choose how to live.”

“Legacy” – Audience Feedback

- Do you relate to this commercial? Why or why not?
 - ▣ “I do relate to this because my dad smokes and I refuse to give in.”
 - ▣ “Yes I do cuz I’ve lost someone to cancer.”
 - ▣ “I can relate – lost and uncle to lung cancer. Definitely motivation to live your own life.”
 - ▣ “No because I don’t use tobacco products and neither did my parents.”

“Legacy” – Audience Feedback

- Do you think this commercial would motivate people your age to live tobacco-free? Why or why not?
 - ▣ “I can relate to it. I think this commercial would motivate people to quit.”
 - ▣ “For the most part yes, it should motivate ppl to stop using tobacco cuz it will make them think of their parents.”
 - ▣ “I believe it would motivate people my age to live tobacco free because who doesn't want a longer life? Goes to show anyone can lose their life due to tobacco.”
 - ▣ “It certainly could but I don't think it is as powerful of some of the other D&D commercials that I have seen. The commercials that have the most impact I think are the ones that highlight and point out some surprising fact or statistic related to tobacco.”

Thank you VTERB Media Committee!

